

"Twenty."

"Twenty-five."

"Forty."

"Fifty."

No, this isn't an auction sale. It is just some of Sally Jollyco's friends answering her question, "How much do you pay for your toilet soap?"

"Speak up, Bee Westbrooke—you haven't said anything, and you have the best complexion of us all."

"Oh, I'm not in the running at all when you talk of these high prices," says Beatrice. "I use Ivory. Dr. Verity told me I couldn't get a better complexion soap and I've been using it for—oh, two or three years."

Scene: A hotel bedroom.

Elias Larcom Liffingwell (Mr. Jollyco's business partner): Henry, look at this! Ivory Soap in a hotel bathroom!

Mr. Jollyco: By George, Larcom! I've never seen that before! It's like home and mother. Most hotel soaps make you wish you never had to wash. Yet I'll bet that the majority of hotel guests use Ivory at home.



C.E.P.

A pledge that safeguards complexions

Just a few days prior to this writing, we received a letter from a woman in California, who has used Ivory Soap for ten years.

She said:

"Sometimes I am afraid you might stop making Ivory Soap as pure as you have in the past, and I wonder what I could find that could possibly take the place of it and give me the pleasure I find and the safety I feel in using it."

To all the millions of women to whom Ivory Soap has afforded pleasure and safe cleansing during the forty-three years of its existence, we say that Ivory Soap will never be made less pure, less safe, or less mild and gentle, so long as The Procter & Gamble Company shall endure.

To all the physicians who recommend Ivory Soap for the complexion, for babies, for hospital use and for every purpose where pure soap is needed, we say the same thing.

There are people who don't use Ivory Soap.

To them we say: Ivory Soap cannot seek you out—it must await your trial of its qualities. But once you have tried it, and learned to know it, we believe you will feel about it as does our good friend in California.

To all who buy soap for any purpose but to cleanse, we say that *soap's only useful function is to cleanse*. Ivory Soap cleanses, but far more than that—Ivory cleanses *safely*! Safe cleansing is by no means a universal property of soaps.

In the minds of two generations of users, Ivory Soap seems never to have been considered a purely commercial product. It is a *personal* thing—a friend of the whole household. It will be a staunch friend of *your* household, too.

PROCTER & GAMBLE

IVORY SOAP

99 ⁴⁴/₁₀₀ % PURE IT FLOATS



A Flaked Soap which meets the important safety test

Before you trust your costly fine fabrics to any soap in any form, a doubt naturally comes up in your mind.

"Is this soap really safe?"

Ask yourself: "Would I be willing to use this soap on my face?"

A soap which is too strong for your face is *naturally* too strong for your delicate and costly garments.

Ivory Flakes is simply Ivory Soap in flake form. Of course it fully meets this important safety test.

For Ivory Soap, pure, mild, gentle, white—has protected the faces and hands of millions of women since 1879.

Ivory Flakes offers you a real *margin of safety* for cleansing the very *finest* garments you own.



When our Julia walks abroad in one of her mistress's last year's blouses, who will say she is not easy to look upon?

The particular blouse she is wearing today is a year old, yet its colors are just as fresh and dainty as when Mrs. Jollyco bought it. It has always been washed, you see, in Ivory Flakes, which is simply the flaked form of the same good honest Ivory Soap that Julia and Mrs. Jollyco both use on their faces!